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Modified PTO/SB/17 (01-03)  
Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

# FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

## Complete if Known

|                      |                          |
|----------------------|--------------------------|
| Application Number   | 10/674,888               |
| Filing Date          | September 30, 2003       |
| First Named Inventor | Jeremy BEM               |
| Examiner Name        | Tri V. Nguyen            |
| Art Unit             | 1751                     |
| Attorney Docket No.  | Google-57 (GP-151-00-US) |

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number: 50-1049  
Deposit Account Name: Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) due in connection with the filing submitted herewith

☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity  | Small Entity  | Fee Description | Fee Paid   |
|---------------|---------------|-----------------|------------|
| Fee Code (\$) | Fee Code (\$) |                 |            |
| 1000          | 500           | Utility fee     |            |
| 430           | 215           | Design fee      |            |
| 660           | 330           | Plant fee       |            |
| 1400          | 700           | Reissue fee     |            |
| 200           | 100           | Provisional fee |            |
| SUBTOTAL (1)  |               |                 | (\$ 00.00) |

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Extra Claims Fee from below Fee Paid

Total Claims 83 -83\*\* = 0 X \$200.00 =

Independent Claims 10 -11\*\* = 0 X \$50.00 =

Multiple Dependent = 00.00

| Large Entity  | Small Entity  | Fee Description  |
|---------------|---------------|--|
| Fee Code (\$) | Fee Code (\$) |  |
| 1202          | 2202          | 25 Claims in excess of 20                                    |
| 1201          | 2201          | 100 Independent claims in excess of 3                        |
| 1203          | 2203          | 180 Multiple dependent claim, if not paid                    |
| 1204          | 2204          | 100 **Reissue independent claims over original patent        |
| 1205          | 2205          | 25 **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ 00.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

| Large Entity                                    | Small Entity  | Fee Description  | Fee Paid    |
|---|---------------|--|-------------|
| Fee Code (\$)                                   | Fee Code (\$) |  |             |
| 1051  | 130           | 2051 65 Surcharge - late filing fee or oath  |             |
| 1052  | 50            | 2052 25 Surcharge - late provisional filing fee or cover sheet                     |             |
| 1053  | 130           | 1053 130 Non-English specification   |             |
| 1812  | 2,520         | 1812 2,520 For filing a request for ex parte reexamination                         |             |
| 1804  | 920*          | 1804 920* Requesting publication of SIR prior to Examiner action                   |             |
| 1805  | 1,840*        | 1805 1,840* Requesting publication of SIR after Examiner action                    |             |
| 1251  | 120           | 2251 60 Extension for reply within first month                                     |             |
| 1252  | 450           | 2252 225 Extension for reply within second month                                   |             |
| 1253  | 1,020         | 2253 510 Extension for reply within third month                                    |             |
| 1254  | 1,590         | 2254 795 Extension for reply within fourth month                                   |             |
| 1255  | 2,160         | 2255 1,080 Extension for reply within fifth month                                  |             |
| 1401  | 500           | 2401 250 Notice of Appeal  |             |
| 1402  | 500           | 2402 250 Filing a brief in support of an appeal                                    |             |
| 1403  | 1,000         | 2403 500 Request for oral hearing  |             |
| 1451  | 1,510         | 1451 1,510 Petition to institute a public use proceeding                           |             |
| 1452  | 500           | 2452 250 Petition to revive - unavoidable  |             |
| 1453  | 1,500         | 2453 750 Petition to revive - unintentional  |             |
| 1501  | 1,400         | 2501 700 Utility issue fee (or reissue)  |             |
| 1502  | 800           | 2502 400 Design issue fee  |             |
| 1503  | 1,100         | 2503 550 Plant issue fee   |             |
| Petitions to the Commissioner - check fee sheet |               |  |             |
| 1807  | 50            | 1807 50 Processing fee under 37 CFR 1.17(c)  | \$180.00    |
| 1806  | 180           | 1806 180 Submission of Information Disclosure Stmt                                 |             |
| 8021  | 40            | 8021 40 Recording each patent assignment per property (times number of properties) |             |
| 1809  | 790           | 2809 395 Filing a submission after final rejection (37 CFR 1.129(a))               |             |
| 1810  | 790           | 2810 395 For each additional invention to be examined (37 CFR 1.129(b))            |             |
| 1801  | 790           | 2801 395 Request for Continued Examination (RCE)                                   |             |
| 1802  | 900           | 1802 900 Request for expedited examination of a design application                 |             |
| Other fee (specify)                             |               |  |             |
| * Reduced by Basic Filing Fee Paid              |               |  |             |
| SUBTOTAL (3)                                    |               |  | (\$ 180.00) |

## SUBMITTED BY:

(Complete if applicable)

|                   |                  |                                   |                    |           |                |
|-------------------|------------------|-----------------------------------|--------------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242             | Telephone | (732) 542-9070 |
| Signature         |                  | Date                              | September 13, 2006 |           |                |

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



IFW  
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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-57 (GP-151-00-US)

Applicant: Jeremy BEM

Serial No.: 10/674,888

Filing Date: September 30, 2003

Title: INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A  
RELAXED MATCH

Examiner: Tri V. Nguyen

Group Art Unit: 1751

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

SUBMISSION OF INFORMATION DISCLOSURE STATEMENT  
UNDER 37 CFR 1.97(c)(2)

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

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180.00 OP


The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

This Information Disclosure Statement is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution.

A check including the \$180.00 fee to obtain consideration of this Information Disclosure Statement is enclosed. If the check is insufficient or omitted, the fee for the Information Disclosure Statement is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

September 13, 2006



John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
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Tinton Falls, NJ 07724-3260



CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **September 13, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.

[illegible][illegible]

|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.  
(modified PTO/SB/08A)

|  |          |  |          |
|--|----------|--|----------|
| U.S. Department of Commerce<br>Patent and Trademark Office   |          | <i>Complete if Known</i>   |          |
| <b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><i>(use as many sheets as necessary)</i> |          | Application Number: <b>10/674,888</b><br>Filing Date: <b>September 30, 2003</b><br>First Named Inventor: <b>Jeremy Bem</b><br>Group Art Unit: <b>1751</b><br>Examiner Name: <b>Tri V. Nguyen</b> |          |
| Sheet  | <b>2</b> | of   | <b>2</b> |
|  |          | Attorney Docket No.: <b>Google-57 (GP-151-00-US)</b>   |          |

| OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS |                          |  |                |
|--|--------------------------|--|----------------|
| Examiner<br>Initials*                              | Cite<br>No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source | T <sup>2</sup> |
|  | AT                       | U.S. Patent Application Serial No. 10/713,964, titled "USING MATCH CONFIDENCE TO ADJUST A PERFORMANCE THRESHOLD", filed on November 14, 2003, and listing Jeremy Bem as the inventor   |                |
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|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.